

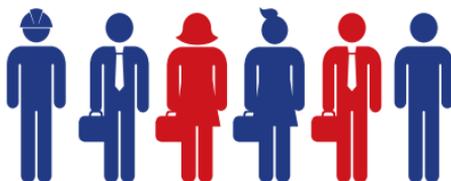
1 323

new investment
decisions



30 302

EMPLOIS

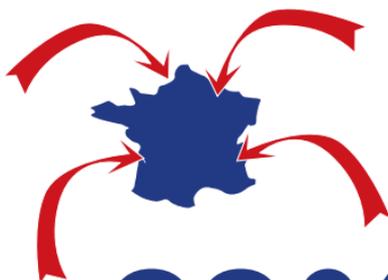


jobs created by foreign
investors



+14%

**INCREASE IN NEW
SITES IN FRANCE**



88%

of foreign investors
believe that France is an
attractive destination

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**FOREIGN
INVESTMENT
IN FRANCE**

KEY INFO IN
10
POINTS

1 25 INVESTMENT DECISIONS PER WEEK

France attracted 1,323 new foreign investment decisions, creating 30,302 jobs.

2 +14% INCREASE IN NEW SITES IN 2018

Site creations reflect France's attractiveness. In 2018, the number of decisions to invest at new sites in France grew 14% to 741, accounting for more than half of all investment projects and 38% of all jobs generated.

3 FRANCE, AN INNOVATIVE ECONOMY

Innovation is a real spur to France's attractiveness: 77% of senior executives abroad believe that the French economy is innovative (source: Kantar Public/Business France). Up by 9% annually on average since 2014, research and development activities as well as engineering accounted for 10% of all foreign investment decisions in 2018, and were responsible for 9% of jobs created in France.

4 INDUSTRIAL ATTRACTIVENESS

For the last fifteen years, France has been Europe's most popular location for industrial investments. In 2018, there were 320 manufacturing projects, representing one-quarter of all investments in France in the last five years. This is a key strength recognized by many German and American investors, responsible for nearly one-third of manufacturing investments in 2018. Production/manufacturing activities were also the leading contributor to employment, with 11,295 jobs or 37% of total employment.

5 FRANCE, #2 HOST COUNTRY IN EUROPE OF FOREIGN SUBSIDIARIES

France is the second leading host country in Europe of subsidiaries belonging to foreign groups. At the end of 2016, the 28,600 foreign-owned subsidiaries in France employed 1.8 million people, or 11% of all employees in France. They generated 21% of all revenues in the French economy, generated 31% of exports and carried out 22% of all business enterprise R&D expenditure (BERD) in France. (INSEE)

6

A BOND OF TRUST WITH THE UNITED STATES AND GERMANY

Sixty-one percent of investments in France were European. The leading investors were the United States (responsible for 18% of investments) and Germany (14%). American and German investments have grown by an annual average of 6% since 2014.

7

FRANCE, A DESTINATION OF CHOICE

Recent perceptions of France's attractiveness to business have shown a distinct improvement, and it is showing increasing signs of becoming a choice destination for investors: 88% of chief executives believe that France is an attractive foreign investment destination. (Kantar Public/Business France survey)

8

FRENCH CITIES ADD TO FRANCE'S ATTRACTIVENESS

Amid the competition in Europe to attract foreign investment, the thriving economies of France's regions and cities are often a decisive factor. By project numbers, Ile de France (Paris region), Auvergne-Rhône-Alpes, Hauts de France, Nouvelle-Aquitaine, Occitanie and Grand Est together attracted three-quarters of all investment decisions.

9

BREXIT, AN OPPORTUNITY FOR FRANCE?

Fifty-eight percent of foreign groups and 54% of foreign companies set up in France were planning to review their location strategy in the United Kingdom following Brexit in favor of another European country. While Germany may be seen by 46% of respondents as Europe's leading beneficiary of Brexit, France (37%) remains the second preferred destination in Europe of foreign investment.

10

THEY CHOSE FRANCE

Numerous businesses have decided to set up or expand their activities in France: German software giant SAP announced a €2 billion investment plan over the next five years; Swiss pharmaceutical company Novartis announced several investments worth a total of €800 million; South African pharmaceutical giant Aspen invested €100 in developing new production lines of sterile injectable drugs at its Normandy facility; Knauf invested €110 million in Illange in the Grand Est region for its new rock wool production site.